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RJ Reynolds Tobacco Company

March 7, 1996

TO: RJR WAM Account Managers

SUBJECT: **WAM's EFFORTS TO BUILD RJR's RETAIL PARTNERS PROGRAM**

The attached one page "Sell Sheet" has jointly been developed by myself and WAM Enterprises.

It will be provided by Win Schiller to each WAM Distributor who is selling/stocking Signature, to be used by WAM sales persons at WAM Distributors trade shows (exhibits) to gain interest from their retail customers to "start" or "continue" to participate in WAM - RJR programs such as:

1. Buy/Sell/Display - "Signature" Private Label
2. Buy/Sell/Display - "Signature" & RJR WAM Promotion
3. Both of above, plus be an RJR Retail "Partner", if qualified by RJR sales personnel.

WAM Distributors will turn over to the RJR Account Managers the forms signed by any retailers who have expressed an interest in having an RJR sales person contact them to discuss their participation in our Retail programs. (Must be over 100 ctn. a week.)

Please note that final decision for qualifying and/or signing a retailer to any RJR Retail program is only RJR's authority and responsibility as noted at the bottom of the "selling sheet".

We would appreciate your follow-through to discuss our programs for retailers, if qualified, from the forms given to you by the WAM Distributor.

Larry

L. S. Schreiber

028LSS.doc
Attachment
cc: B. K. Stockdale
B. D. Hatter
S. G. Steen
RJR - WAM Acct. Region Managers

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Source: https://www.industrydocuments.ucsf.edu/docs/npyn0000